

DIGITAL MARKETING STRATEGY (CERTIFICATE)

The graduate certificate in Digital Marketing Strategy provides professionals the required knowledge and skills that are in high demand in today's hypercompetitive marketplace. These skills include social media strategy and analysis, data driven marketing, marketing analytics, and digital marketing approaches to customer relationship building and retention.

The certificate program requires the completion of 12 graduate credits. Admission to the certificate program requires the completion of an undergraduate degree program in any discipline. The certificate is appropriate for marketing professionals, social media managers, entrepreneurs and business owners, and recent graduates interested in a career in digital marketing and advertising.

Program Admission Requirements

- Earned undergraduate degree from a regionally accredited institution of higher learning documented by official transcripts.
- Applicants may apply for either Fall, Spring or Summer admission.
- International students must demonstrate English language proficiency in accordance with University regulation.

Program Progression and Additional Graduation Requirements

- Earn a minimum of 12 credits with minimum of a 3.0 GPA on a 4.0 scale on all course work attempted at FGCU.
- Earn a grade of C or above in all required courses. A grade of C- does not satisfy the requirement of a minimum grade of C. Only one grade of C is allowed.
- All certificate coursework to be completed at FGCU.
- Up to 12 graduate credits earned by a student who has completed FGCU's Digital Marketing Strategy Certificate may be applied to the Master of Business Administration (MBA) degree at FGCU. A grade of "B" or higher is required in a course for its credits to apply to the MBA degree.
- Upon completion of the certificate, students wishing to continue to the MBA program, will have to submit an MBA program application and meet the MBA admission requirements.

Program Requirements

Code	Title	Credits
Required Courses		
MAR 6706	Digital Marketing Analytics	3
MAR 6735	Digital Marketing Strategy	3
MAR 6805	Marketing Management	3
MAR 6880	Social Media Marketing	3

Total Credits Required: 12